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ABSTRACT

The results of a survey conducted among departments of the San Francisco Bay Area cities, counties and special districts are summarized. The project investigated the degree to which local government agencies used media for staff training, internal documentation and public information purposes and included within its scope the use of slides, film, audiotape, videotape, broadcast radio and television, cable television and news releases. Significant results include the findings that slides and film stand out as the most frequently used media, and that police and sheriff departments are the heaviest users of all types of media, especially videotape. The report contains tables cross-referencing specific media to the departments of local government which produce and consume them, as well as a summary of discussions from a workshop run after the completion of the survey. (Author)

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MEDIA AND LOCAL GOVERNMENT:

A SAN FRANCISCO BAY AREA SURVEY

BY
Forrest Warthman
Project Coordinator

Sponsored By
THE ASSOCIATION OF BAY AREA GOVERNMENTS
Berkeley, California

September, 1973

EM 011 661

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16. Abstracts

The report summarizes the results of a survey conducted among departments of Bay Area cities and counties, and among special districts, covering their present use of media for staff training, internal documentation, and public information purposes. The survey covered the use of slides, film, audiotape, videotape, broadcast radio and television, cable television, and news releases. Slides and film stand out as the most frequently used media, and police and sheriff departments stand out as the heaviest users of all types of media, especially videotape. The report includes tables cross-referencing specific media to the departments of local government that produce and consume them, as well as a summary of discussion from an all-day workshop that followed the media survey.

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1. BACKGROUND

In July, 1973, the Association of Bay Area Governments conducted a survey of departments of local government in the nine-county San Francisco Bay region. The survey covered current use, expenditures, equipment ownership, and anticipated use for the following media:

slides
film
audiotape
videotape
broadcast radio
broadcast television
cable television
news releases

With the exception of news releases, these media are essentially non-print: they do not include the daily output of letters, reports, and data, nor the occasional output of newsletter or newspaper advertisements that emanate from various departments of local government. They are, rather, an abbreviated combination of audiovisual media and non-print mass media. Two months after the survey was taken, the Association sponsored a media workshop to discuss the results of the survey and the ramifications of media themselves.

The incentives to undertake this project were both general and specific. They were general in the sense that "media" has become a keyword associated with information flow, and the subject of information flow is just as essential to the provision of public services as it is to the workings of the private sector. If media can be used to improve the efficiency of public services and the equity or wide availability of these services, then its potential to serve the public interest is very great. As a tool for staff education, documentation, and public information, the use of media by local government may benefit the public both directly and indirectly.

The specific incentives to conduct the project were that many departments are already engaged in the use of these media and have made substantial commitments of time and money to these projects. Since it is a characteristic of media to be "shareable" or exchangeable among different users, it may be in the interests of all local government users to agree on common uses of media or media programming (software) in order to make them more exchangeable between neighboring cities and counties within the region. There are many functions of local government that are common to all cities and counties in the Bay Area, and the ability to jointly share the use of media would seem an obvious benefit, one that would serve to stretch the dollars spent on media projects as a whole.

Cable television programming on the channel reserved by the Federal Communications Commission for local government is another consideration of importance. The media included in the survey, along with the training and public information projects they have evolved from, will more than likely become a component of the cable television programming produced by cities, counties, and other governmental agencies in the future. The nine-county region represented by the Association of Bay Area Governments contains over 370,000 cable television subscribers. This represents about 23% of the 1.6 million households, probably the highest density of cable television subscribers anywhere in the United States for an equivalent-sized region.

In all cases the ability to develop exchangeable programming, whether on film or videotape, or on the airwaves of broadcasting media, becomes vital to efficient and effective media projects. Programming must be of high quality to hold a viewing audience's interest, and higher quality usually means higher cost. By sharing this programming, and the costs of production, local governments can have a greater degree of specialized programming to suit both their internal needs and the needs of the public they serve.

2. THE MEDIA SURVEY

A one-page survey form was mailed to 257 departments of the 91 cities and 9 counties. Cities under 75,000 population received one survey form for all departments, while the 11 larger cities and all 9 counties received one form for each major department. 155 forms were returned for a response rate of 60%. To insure some thoroughness in the survey, forms were also mailed to 163 special districts. It was generally assumed that most of these districts did not use media to a significant degree, and the low response rate of 11% for these special districts would seem to bear this assumption out. School districts were not included in the survey due to their substantial, but specialized use of media.

2.1 Major Findings

The most pervasive users of the media surveyed are police and sheriff departments, where training and documentation are the primary applications. Much of this appears to be the results of large staffs and continually changing job techniques and job constraints that require in-house educational programs. These factors contribute to economies of scale in the use of media for training, and the availability of federal funds has been instrumental in actual implementation of media programs.

For all departments taken together, 35 m.m. slides and 16 m.m. film stand out as the most frequently used media. These two media rank highest in use, time commitments to production and viewing, and equipment ownership. Slides are largely produced in-house, far more than any other medium, while 16 m.m. film is the medium viewed (or consumed) most. Cash expenditures, though incompletely reported, appear highest for 16 m.m. film. Fire departments, police departments, and libraries are major users of film.

Audiotape ranks third in use behind slides and film, though audiotape is second to slides in the amount produced in-house. Audiotape units are widely used

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in local government to record meetings and events that have value for staff briefing. Police and fire departments use more expensive audiotape units to log telephone and radio communications.

Equipment ownership (not including borrowed equipment) leans heavily toward slide, film, and audiotape, but television-related equipment is becoming more widely owned. City and county departments owning at least one piece of equipment in each category are as follows:

	departments reporting ownership (% of sample)
slide projector	65 %
film projector	65
audiotape unit	60
videotape unit	34
TV set	35

Ownership of 16 m.m. film projectors is 12 times greater than ownership of 8 m.m. projectors, and audiotape cassette units are owned twice as much as open-reel units.

Videotape recording units are owned primarily by police and sheriff departments. 82% of these departments own at least one piece of videotape equipment, and nearly all of it is 1/2" format. The equipment is used to produce training material in-house, to coach staff with "instant feedback" on their performance, for surveillance, and to record broadcast television programs off the air for later replay. Very little videotape is circulated through the mail between departments in local government.

News releases are issued occasionally by 35% of city and county departments answering the survey, and departments that produce news releases most often are those that receive least coverage by the private sector mass media. Police and

fire departments are among the lowest producers of news releases while libraries are among the highest.

Production of radio, television, and cable television programs is reported by 10% of respondents. In broadcast radio and television, these efforts appear to be primarily public service spot announcements, with a limited amount of personal appearance on talk shows and a few cases of council meeting coverage. Production efforts on cable television, on the other hand, involve more lengthy shows or meeting coverage.

2.2 Departmental Applications

While it is probably true that the use of media in different departments of government varies primarily with the people in a given department and their attitudes about the desirability of using media, the survey revealed some similarities in the way departments of a given kind use media. The following applications are taken primarily from the survey, but have been supplemented in a few cases with information discussed at the Media Workshop. Examples sited are representative, not a complete list.

2.2.1 Administration and Management: City management and county administration use media primarily for public information, when it is used at all.

A growing number have a public information staff member, though this function is often served by elected officials and through coverage by the private sector media. In the City of Lafayette, the mayor hosts a regular show on the cable television system. This is done in San Jose, Concord, and Sonoma County by public information staff in the administrative departments. San Jose, Berkeley, and Petaluma have their city council meetings broadcast on radio, and Berkeley and South San Francisco have these meetings covered by cable television. San Jose will soon join this list. The city manager's office in Fremont sponsors an occasional "Fremont Film Festival" for management staff in all departments of the city, showing films on management. In general, administration and

management departments draw on other departments of local government for media programming. The General Services Department in the County of Santa Clara, related to administration, estimates 1250 hour per year spent on training with videotape media.

2.2.2 Fire Departments: While city fire departments report extensive ownership and use of slide and film equipment, they do not report high cash expenditure, the highest being $1000 per year. One reason for this is the cooperative film libraries established by county fire chief's associations. Film libraries of this kind are supported by small dues from each fire department in San Mateo, Alameda, and Santa Clara Counties. One special fire district reported extensive use of all types of media for training and public information, though cash expenditures were not reported. Another very large special district reported a remarkable 62,400 hours in annual film viewing for training.

2.2.3 Health and Welfare Departments: The County of Santa Clara Health Department is the only respondent reporting production in all media, from slides through broadcast media. Nurse training in hospitals was an application of significance. Maximum reported expenditures for slide, film, and audiotape totaled $7,500 and 1,500 hours of staff time annually. County mental health departments report successful use of videotape in group therapy and counseling, utilizing its "instant feedback" characteristics that allows individuals to see themselves immediately as others see them. Videotape is ranked first in time and cash expenditures by two county mental health departments. Films are obtained from national sources such as the American Red Cross, the Heart Association, and the American Cancer Society, as well as from pharmaceutical companies and private film distributors.

2.2.4 Libraries: Public information is the common application of slides, film, phonograph records, and audiotape acquired from outside sources. With the exception of news releases, city and county libraries engage in very little media production. The Richmond Public Library reports over 10,000 16 m.m. films circulated to the public in 1972, with an aggregate audience of 256,000. The

Northern California Library Film Circuit, operated out of San Mateo City Library, circulates film packages to about 20 member libraries (about half of them in the Bay Area) which pay $1,300 annual dues. The films are a combination of purchased and donated material and include documentaries, entertainment, and travel. The Contra Costa County Library reports the development of its media from early stages when material was donated by various civic organizations ("Friends of the Library" groups) through their present budget of $18,000 annually, primarily for film. These films are handled by the County Superintendent of Schools by joint agreement. The San Mateo County Library devotes two employees half-time to media and produces material on videotape for training and for cable television. The City of Berkeley has a unique "multi-media mobile machine", designed for street-corner presentations of assorted media experiences.

2.2.5 Parks and Recreation: Use of media is quite small, confined primarily to slides and film, though the Cities of Concord and San Pablo reported some programs on cable television. Maximum reported expenditures for all media was below $1000 per year.

2.2.6 Personnel: No department reported annual expenditure over $1000 per year. Contra Costa County is the only respondent using videotape. Nearly all applications reported are in training.

2.2.7 Planning: Use of media is concentrated on slides, which are used primarily for intradepartmental project review and secondarily for presentations at public meetings. Audiotape is occasionally used to record meetings, and staff education films are used infrequently. Maximum expenditure reported at the city level is 700 hours and $400 annual; maximum expenditure at the county level is 2,000 hours and $2,700 annually.

2.2.8 Police and Sheriff: Use of media is consistently highest in these departments, with broad ownership of all types of equipment and substantial use of this equipment. City police tend to use all media for all purposes, while county sheriffs use it primarily for training. Videotape is used more in these departments

than in any other branch of local government. Nearly half of the 33 videotape units reported were in the San Francisco Police department's television training division. Videotape is sometimes used in role-playing situations, utilizing its "instant feedback" characteristic. Police and sheriff departments are the only ones using broadcast television as a medium for staff training: the State Attorney General's Office, through a federal grant, sponsors production and broadcast distribution of programs on legal aspects of law enforcement, and these programs are videotaped off the air by local departments for continuing use in staff training. Staff time commitments to videotape rank higher than do any other medium. Maximum cash expenditures for all media at one county sheriff's department totaled $30,000 annually, with videotape accounting for nine-tenths of this total.

2.2.9 Public Works: Slides and film are used to document conditions in the physical systems of cities and counties, films are used for in-house training, and news releases are sometimes used to announce contracts, public hearings, and unusual conditions. Maximum expenditure reported for these media is 1,200 hours and $15,000 annually. Special videotape equipment is coming into use for sewer inspection; the camera is drawn through the sewer on a line to locate trouble spots. The maximum time expenditure reported for videotape inspection is 3,700 hours per year.

2.3 Summary Data (tables)

A summary of the survey returns is shown in percentage-of-sample form in the following tables. The column entitled "Types of Application" uses the following criteria: if half the reporting departments use half their media for a given application, two checks is shown; if one-quarter of the departments use one-quarter of their media for an application, one check is shown. "Equipment Ownership" means at least one piece of equipment is owned (not borrowed) by a department.

CITY DEPARTMENTS 2.3.1	SAMPLE SIZE (Number of departments)	MEDIA PRODUCTION (% of Sample)							MEDIA USAGE (% of Sample)						TYPES OF APPLICATION			EQUIPMENT OWNERSHIP (% of Sample)				
		Slides	Film	Audiotape	Videotape	Cable TV	TV-Radio	News Releases	Slides	Film	Audiotape	Videotape	Cable TV	TV-Radio	Training, Briefing	Documents, Evidence	Public Info., Meetings	Slide Projector	Film Projector	Audiotape	Videotape	TV Sets
FIRE	11	.6	.5	.5	.3	.0	.1	.2	1.0	.9	.8	.5	.0	.1	X X		X	1.0	1.0	.8	.5	.6
HEALTH & HUMAN RIGHTS	5	.2	.0	.0	.0	.2	.4	.4	.4	.4	.4	.0	.0	.2	X		X	.6	.8	1.0	.0	.0
LIBRARY	8	.3	.1	.4	.1	.0	.0	.8	.6	.6	.6	.3	.1	.1		X	X X	.6	.9	.6	.3	.3
PARKS AND RECREATION	7	.7	.4	.1	.1	.3	.4	.3	.7	.7	.4	.1	.1	.1	X		X X	.7	.9	.6	.0	.4
PERSONNEL	7	.1	.0	.1	.3	.0	.0	.3	.6	.7	.3	.6	.1	.1	X X		X	.4	.4	.4	.3	.3
PLANNING	14	.8	.3	.1.	.1	.1	.1	.3	.9	.4	.2	.1	.1	.1	X X		X	.8	.1	.2	.1	.1
POLICE	13	.6	.2	.2	.8	1	.1	.2	.8	.8	.6	.8	.2	.5	X X	X X	X	.8	.8	.8	.8	.8
PUBLIC WORKS	8	.8	.4	.3	.3	.3	.1	.5	.9	.8	.3	.3	.0	.0	X	X X	X	.3	.1	.3	.1	.1
MIXED CITY	30	.6	.4	.3	.3	.2	.1	.4	.1	.8	.5	.4	.2	.7	X X	X	X X	.7	.7	.6	.5	.5
TOTALS	103	.6	.3	.3	.3	.1	.1	.4	.7	.7	.5	.3	.1	.1				.7	.6	.6	.3	.4

COUNTY DEPARTMENTS 2.3.2	SAMPLE SIZE (Number of departments)	MEDIA PRODUCTION (% of Sample)							MEDIA USAGE (% of Sample)						TYPES OF APPLICATION			EQUIPMENT OWNERSHIP (% of Sample)				
		Slides	Film	Audiotape	Videotape	Cable TV	TV-Radio	News Releases	Slides	Film	Audiotape	Videotape	Cable TV	TV-Radio	Training, Briefing	Documents, Evidence	Public Info., Meetings	Slide Projector	Film Projector	Audiotape	Videotape	TV Sets
HEALTH & MENTAL HEALTH	7	.3	.4	.6	.4	.1	.3	.6	.6	1.0	.9	.6	.0	.1	X X		X X	.7	1.0	.9	.6	.6
LIBRARY	5	.2	.0	.2	.2	.2	.2	.2	.2	.8	.4	.2	.2	.0	X X		X X	.2	1.0	1.0	.2	.2
PERSONNEL	5	.6	.0	.4	.2	.0	.0	.0	.6	.8	.4	.4	.0	.0	X X			.4	.6	.6	.4	.2
PLANNING	7	1.0	.0	.3	.0	.0	.0	.4	1.0	.4	.4	.0	.0	.1		X	X X	1.0	.1	.6	.0	.0
PUBLIC WORKS	4	.8	.3	.3	.0	.0	.0	.5	.8	.5	.5	.0	.0	.0	X X		X	.8	.3	.5	.0	.0
SHERIFF	4	.5	.0	.3	.8	.0	.0	.3	.5	1.0	.5	1.0	.0	.0	X X			1.0	1.0	.8	.8	.8
WELFARE & HUMAN RIGHTS	9	.3	.1	.4	.3	.0	.1	.3	.3	.9	.7	.3	.1	.1	X X		X X	.2	.8	.7	.4	.1
MIXED COUNTY	11	.5	.0	.0	.1	.0	.0	.2	.7	.5	.3	.3	.3	.4	X X	X	X	.5	.5	.4	.3	.2
TOTALS	52	.5	.1	.3	.2	.0	.1	.3	.6	.7	.5	.3	.1	.1				.6	.7	.6	.3	.2

SPECIAL DISTRICTS 2.3.3	SAMPLE SIZE (Number of departments)	MEDIA PRODUCTION (% of Sample)							MEDIA USAGE (% of Sample)						TYPES OF APPLICATION			EQUIPMENT OWNERSHIP (% of Sample)				
		Slides	Film	Audiotape	Videotape	Cable TV	TV-Radio	News Releases	Slides	Film	Audiotape	Videotape	Cable TV	TV-Radio	Training, Briefing	Documents, Evidence	Public Info., Meetings	Slide Projector	Film Projector	Audiotape	Videotape	TV Sets
FIRE	8	.4	.1	.3	.1	.1	.1	.1	.6	.6	.4	.1	.1	.1	X X		X	.6	.9	.4	.1	.4
PARKS & RECREATION	5	.4	.2	.0	.0	.0	.0	.2	.4	.2	.2	.0	.2	.2			X X	.4	.6	.2	.0	.0
MIXED DISTRICT	5	.2	.0	.2	.0	.0	.0	.0	.6	.4	.4	.0	.0	.0	X X		X	.4	.4	.4	.0	.0
TOTALS	18	.3	.1	.2	.1	.1	.1	.1	.6	.5	.3	.1	.1	.1				.5	.7	.3	.1	.2

2.4 Limitations of the Survey

In spite of efforts to reach all department heads in large city and in county government, and to request information regarding the entire ramifications of their departments use of media, it seem unlikely that heads of certain large departments (especially fire departments and health departments)reported the full extent of their media use. While one large fire department reported owning 50 television sets, many departments reported none or one, a fact that does not correspond with common observations of television sets in each fire house. Health departments also may have under-reported their use of media for nurse and doctor training in public hospitals. The medical profession, at least in the private sector, has been a significant user of media. The University of California Medical School in San Francisco, for example, broadcasts regular television programs over an Instructional Television Fixed Service (ITFS)* system and also distributes videotapes. Future surveys of this kind may benefit by citing these specific examples.

There is probably some bias in the survey results cited under "Major Findings". It seems likely that non-users of media tended to be non-respondents, in spite of the fact that a few substantial users did not respond and a few non-users did (4 non-users in each of the three categories responded).

The information on time and cost expenditures was so inadequately reported in the survey that only "maximum reported expenditures" are listed in this report. Nevertheless, rank-order information on expenditures was requested in the survey form when actual figures could not be given, and this was reported in most cases.

Some additional types of media should probably have been covered in the survey: overhead and opaque projectors, newsletters, and brochures, in particular. The reference to documentation applications caused some respondents to include

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*ITFS, broadcast television stations are licensed to educational groups. They operate at high frequences and require special receiving antennas.

microfilm/microfiche (since photography was a subject under discussion), and also dictation machines (since audiotape was a subject). Obviously the survey could have grown to larger proportions if all of these additional media, plus phonograph records, filmstrip, photographic prints and cameras, and portable radios had been included.

The interface between private sector mass media and publicly financed media within local government was only touched on in the question on news releases. This question revealed that departments not regularly covered by the private sector media such as libraries, health, mental health, and public works, put out far more news releases than those which are covered by the mass media (police, fire, city elected bodies). A more realistic question, however, would ask which departments make more telephone calls, write more letters, and make more face-to-face requests for news coverage from the mass media. The use of letters, telephone calls, and personal appearance lies more at the heart of government and political life than the media covered in this survey, but the pursuit of this information would be a far more formidable task.

3. THE MEDIA WORKSHOP

As a follow-up to the survey, a media workshop was held in September, 1973, to discuss the survey, to hear speakers, to pose questions on application and technique, and to meet colleagues from other parts of the region. The Workshop was attended by 152 people, representing all nine counties and one-third of all cities in the Bay Area.

3.1 Workshop Speakers

William Osterhaus, President of KQED-TV and KQED-FM (Public Broadcasting Service affiliates) explained his station's new Open Studio Television program for non-governmental community groups, whereby production staff, facilities, and airtime are given daily to different community groups to do their own programs. While governmental bodies cannot use these facilities, they can encourage public service organizations within their communities to use them for programming of interest to citizens throughout the Bay Area. Mr. Osterhaus suggested holding more specialized "media clinics" that would inform local government people interested in media access on how to write news releases, how to obtain public service announcement time, and what kinds of material the broadcast community deems it their responsibility to carry as public service announcements or their job to carry as regular regional - interest programming. He suggested that arrangements could be made to videotape broadcast programs of particular interest to local agencies, so that these programs could be replayed within the department and to local citizens who do not watch the original broadcast. He cautioned against any large investments in professional production equipment, since many television studios exist in the Bay Area and are interested in hiring out their production capability.

Mark Turchin, of the State Attorney General's Office, explained the production and televising of a regular show entitled "Legal Information for Law Enforcement". The show is professionally produced in Los Angeles under sponsorship by a California Council on Criminal Justice training grant (through LEAA). The show is distributed biweekly to television broadcast stations throughout the state, where the early

morning broadcasts are videotaped by local police and sheriff departments for re-play at their convenience. Exams are given for each program and credit is offered by Police Officers' Standards Training (POST). The Attorney General's Office is seeking to make this venture self-supporting within California and at the national level upon completion of their grant period.

Warren Gannon, President of Gill Cable Television in San Jose, gave a general picture of cable television development in the Bay Area and suggested uses local government could make of their systems. He felt two-way cable communications and pay television will take some time before they become economically feasible. Mr. Gannon said that, beyond the operation of the free access channel set aside for local government use by the FCC, local government should provide its own equipment and production help for programming. The franchise fee presently paid to cities by cable systems could be used for this purpose. He said the promise of cable communications lies in its provision of diverse educational, entertainment, and informational programming, but that specialized programs of this type would take time and cooperative funding to implement.

Chuck Davis, Manager of the Association for Continuing Education (ACE) at Stanford, explained his group's use of the Stanford Instructional Television Network, an Instructional Television Fixed Service (ITFS) broadcast system. During the hours that the Stanford system is not being used to broadcast engineering courses to local industry, ACE uses it to broadcast management courses. The System is capable of carrying two-way audio signals in addition to one-way television signals. Mr. Davis said that city or county agencies could be equipped to receive televised credit courses leading to a Master of Public Administration degree through one of the local colleges now presenting classes on the system.

Lavor Neuenswander, Training Director for the U. S. Civil Service Commission in San Francisco, described an in-house media survey conducted this year by the U. S. Civil Service Commission's Bureau of Training. The survey revealed more use of overhead projectors than any other medium (60% of training centers); 56%

of the centers use pre-recorded audiotape; 40% use 16 m.m. film; 33% use videotape; and 13% use computer assisted instruction. Mr. Neuenswander also described Congressman Barry Goldwater, Jr's H. B. 2675, now in the House; the bill seeks greater utilization of private television and film production services, less duplication of equipment and software in the various branches of government, more standardization of equipment and higher pay for government audiovisual personnel. Mr. Neuenswander said local government has much to gain from joining together in its use of media, so as to avoid excessive duplication of effort. He said he is seeking to implement media programs in his center that would bring about more efficient use of training time. He mentioned one unsuccessful attempt by the Commission to broadcast a secretarial course in Washington, D. C. at non-working hours; he felt the experiment failed because of the off-hour scheduling and because the in-class follow-up instructors were not as skillful as the television program performers.

Gil Boreman, Management Analyst for the City of San Francisco, said local government should look ahead to the use of cable television and begin to formulate programs and financing mechanisms for its use. He said the fees cities receive from cable franchises would not be adequate to support a significant amount of local training and public information programming and that new or revised budgets would be needed. Mr. Boreman saw opinion polling as a possible future use of two-way cable systems, but not actual voting. Opinion polling systems would be beneficial if they worked to inform both elected officials and the public on political issues. The cable casting of public hearings, he said, would broaden the exposure of decision-making and this would be in the public interest.

3.2 Workshop Discussion

Additional discussion at the Workshop included a comparion of the costs of film and videotape production: film purchasing and processing runs over $200 per hour for 16 m.m. (color) and about $100 per hour for 8 m.m. (color), while the cost of 1/2" videotape (black-and-white) is about $25 per hour and it is reusable many times. The fixed cost of equipment and maintenance is higher for videotape but the variable cost of production is much lower.

New developments in equipment were briefly mentioned, including miniature television cameras, 1/4" videotape and videodisc systems, and 8 m.m. film cartridges for home television playback. These technologies may present new problems for regional standardization of program software. Videotape projects in a few state agencies appear to be moving toward the 3/4" videocassette standard, and this will pose additional interface problems with local agencies, which own 1/2" videotape equipment almost exclusively.

David Hansen, a Bay Area police captain, led a discussion group on audio-visual training. There were many questions and subsequent discussion about videotape equipment - what it can be used for, how to set up a small system, what it costs. There was substantial interest in the "instant feedback" use of video for role-playing, skills training, and counseling. Questions about television releases, libel, and the admissibility of courtroom evidence on videotape arose. Many participants at the Workshop discovered they had colleagues in neighboring cities doing (or trying to do) the same things they were. There was some discussion of conducting staff training classes over cable television. This would involve, for example, cablecasting films or live classes to all fire houses, police precincts, health clinics, or library branches in a city. This method would become most workable and efficient in large cities with many departmental branches spread out through the city.

Another discussion group on public information applications of media was led

by Lizette Weiss of the Association of Bay Area Governments. Most of the discussion centered around cities' and counties' use of cable television, including appropriate types of programs and the procedures for implementing them. Public information officers from San Jose, Concord, Santa Clara, and Sonoma Counties gave suggestions from their pioneering experience in the use of cable and broadcast media. Other discussions included the use of synchronized audiotape/slide shows (including suggestions on which departments to borrow equipment from) and the use of regular newsletters or printed annual reports to keep local citizens abreast of the actions and the available services in their local government.

4. CONCLUSIONS

Judging from the strong response to the survey, at a time when many departmental staffs are depleted by summer vacations, and by the attendance at the Workshop, the Association is pleased with the results of this project and considers it a success. Audience participation at the Workshop was good; many questions were raised and answered, and many new acquaintances were made.

While the Association believes that future projects of this nature will take time to evolve, as will local implementation of media programs and regional sharing in cooperative efforts, at least the interest among a significant number of local government departments has been demonstrated. The evolution of region-wide media usage in staff training and public information programs is one possibility; a clearinghouse or regional forum on applications is another possibility.

These and other such possibilities will require patient and imaginative consideration of their content, their potential benefits to specific agencies or public audiences, and their sources of funding. The experience of the project reported here suggests that these considerations should be pursued and developed into more substantive programs relating to media.

5. Appendix: SOFTWARE

During the course of the media project, efforts were made to locate sources of programming at the state and federal level, and in the private sector, that could supply software of interest to local government in the area of training and public information. Most of the sources listed in the next section offer 16 m.m. film; a few offer videotape and filmstrip. Most sources charge some rental fee, a few lend material free of charge. Only a few sources have material that has copyright clearance for television or cable television. Not all of the material listed is worth watching; portions of it are out of date and overly institutionalized. But on the whole, it is more professionally produced than most local agencies could do on their own resources.

Local agencies may find it to their advantage to pool efforts in the acquisition of professional programming, rather than acquire it or produce it individually. Production and software acquisition in film or videotape is by far the most expensive part of most media programs. Anything that can be shared with neighboring agencies will lead to expanded media programs for all parties concerned. Library film circuits are an example of this cooperative effort. Sharing of production equipment will likewise improve efficiency. Cable television systems, schools, public television stations, and private producers all own production equipment that might be used.

An alternative to postal distribution of software is the broadcast-record-play-back method. By arranging central program production with a broadcast television station (commercial, educational or ITFS station), broadcast programs can be videotaped at many receiving sites and played back any number of times at any hour to suit the particular needs of local agencies. The arrangements with broadcast stations should include the rights to videotape broadcast material, a right that does not usually accompany broadcast programs.

The use of 16 m.m. films for playback on cable television systems should also obtain clearance from producers if it is not pre-cleared. In many cases this will

involve a simple letter or telephone call, since local governments use of material will usually be non-profit public service. When training films are played over cable TV channels to specific segments of government employees (e.g. cablecasting fire training films to all fire houses in the City), special CATV fees may be sought by private film producers. This fee is based on the assumption that television distribution will draw larger audiences, a fact that may or may not be true. In some cases these fees may be justified by the convenience of using this method of distribution.

5.1 Sources of Software

The following sources of film and videotape are representative only. Many additional sources exist.

AIMS Instructional Media Services, Inc., Film Catalog, Hollywood, 1973, 76 pp.

American Management Association, The AMA Management Film Catalog, New York 1970, 32 pp.

Association-Sterling Films, Free Loan Films, Hayward, CA., 1972 , 80 pp.

BNA Communications Inc., Film Catalog, Rockville, Maryland, 42 pp.

California Council on Criminal Justice, Films, Sacramento, CA., 2 pp.

_____ Department of Fish and Game, Wildlife Movies, Sacramento, CA. 1971, 1 p.

_____ Department of Health, Film Library Catalog, Sacramento, CA., 1970, 47 pp. (a new catalog will be available after December, 1973)

California Department of Education, 16 m.m. Film Catalog, Sacramento, CA., 1968, 108 pp. (The future of this collection is uncertain).

_____ Department of Public Works, Motion Picture List, Sacramento, CA. 8 pp.

_____ Personnel Board, Training Films and Films Strips, Sacramento, CA. 1971, 89 pp.

California State Departments, "Assorted Letters Addressed to ABAG Regarding Media", personal correspondence, 1973, 8 pp.

Environmental Information Center, Inc., The Environment Film Review, New York, 1972, 155 pp.

Indiana University, Audio-Visual Center, Film Sales Catalog 1973, Blommington, 218 pp.

International Film Bureau, Inc., 1971-72 Catalog, Chicago, 1971, 176 pp. plus "1973 supplement".

Modern Talking Picture Service, Free Films, New Hyde Park, NY, 2 pp.

National Fire Protection Association, Publications, Boston, 1973, 45 pp.

Roundtable Films, Inc., Catalog of Training Aids, Remedies, Elixirs, and Supplies for Magic Lantern Edification, Beverly Hills, 1973, 40 pp.

Tepfer Publishing Company, The Videoplay Program Catalog, Ridgefield, Conn., 1973, 125 pp. (3/4-inch videotape cassette).

Time-Life Films, 1973 - 1974 Catalog, New York, 1973, 278 pp.

Trans America Film Corporation, Films about Fire, Hollywood, 6 pp.

U. S. Army, Films for Public Use, Presidio of San Francisco, 1971, 66 pp.

_____ Atomic Energy Commission, Popular Films for TV, Oak Ridge, Tennessee, P. O. Box 62.

_____ Department of Defense, Civil Defense Motion Picture Catalog, Washington, D. C., 1971, 35 pp.

_____ Department of Health, Education, and Welfare, Films on Aging, Washington, D. C., 1973, 59 pp.

_____ Department of Interior, 1973 Listings of Interior Environment and Natural Resources Films, Washington, D. C., 1973 1 p.

_____ Department of State, Film Bulletin, Washington, D. C., various brochures

_____ Environmental Protection Agency, List of Available Films, San Francisco, CA., 1973, 13 pp. (free films, some cleared for TV).

_____ Federal Highway Administration, FHWA Motion Pictures, Washington D. C., 1973, 1 p.

_____ National Audiovisual Center, A Selected List of Motion Pictures and Filmstrips for Sale and Rent, Washington, D. C., 1973, 20 pp. (Available for use on Cable TV).

_____ National Audiovisual Center, U. S. Government Films, Washington, D. C.,1969, 165 pp. (a new catalog will be available after November, 1973).

_____ National Audiovisual Center, U. S. Government Films, 1971 Supplement, Washintgon, D.C.,1971, 140 pp. (a new catalog will be available after November, 1973).

University of California, Extension Media Center, EMC Sales Films 1973, 34 pp. (Cable TV rights negotiable).

_____ Extension Media Center, Films 1973-1974, Berkeley CA., 1973, 270 pp.

_____ San Francisco Medical Center, Collection of Videotapes, San Francisco, 1972, 8 pp. plus attachment.

University of Southern California, Film Catalog 1973-74, Los Angeles, CA. 1972, 166 pp.

Walt Disney Educational Materials Co., 16 mm Films, Glendale, 1972, 21 pp.

5.2 Assorted References

Association of Bay Area Governments, CATV in the Bay Area A Survey, Berkeley, 1973. 19 pp.

Cable Channel 2, Wildwood New Jersey, Please Read Me, Wildwood, 1972, 1 p. (a project sponsored by the Alternate Media Center, NYU).

California State Arts Commission, California: A State of Involvement, Sacramento, 1972, 20 pp.

International City Management Association, The New Media: A Primer for City Officials, MIS Report No. 8, Washington, August, 1973, 11 pp.

Metropolitan Regional Council, MRC-TV, New York, 1972, 9 pp.

National Cable Television Association, Eco-Vision: An Environmental Action Guide to Cable TV, Washington, D. C., 13 pp.

_____ Guidelines for Access, Washington, 1972, 11 pp.

National Film Board of Canada, Challenge for Change, No. 6 and 7, Montreal, 1971.

Rand Corporation, Checklist No. 43, Santa Monica, July, 1973, 4 pp. (recent publications on cable television).

U. S. National Audiovisual Center, Directory of U. S. Government Audiovisual Personnel, Washington, D. C., 1973, 103 pp.

_____ Library of Medicine, Partial Listing of Medical Audiovisual Catalogs, Atlanta, 1972, 3 pp; plus attachments